



NB Heritage is registered in Scotland as Charity No SC053977

GUIDANCE FOR AUTHORS ON PRODUCING A HERITAGE GUIDE

Purpose of the Heritage Guides

- Predominately for residents of North Berwick and interested visitors to become aware of the history of their place
- Encourage others to tell the story of our place, North Berwick

Distinctiveness

What makes the leaflets distinct from other guides is that they:

- Provide information that might not otherwise be available (e.g. not found on a quick Google search)
- Tell a story, largely based around the pictures which are important in illustrating a point rather than being there just to look nice
- Are short, with an eye-catching title, and containing unexpected and incidental information which puts the subject into a wider context

Content guidance

- Titles should be meaningful and not assume local knowledge
- Total word count 500–600 words and sentences ideally max. 20 words long
- Initial ideas from the author about layout would be welcomed
- Facts should be verified by a couple of sources where possible (as a background check – there's no room for citations)
- Pictures should complement or replace text – their size affects the composition of the page and should be understandable to a reader who is unfamiliar with their contents
- Quotes from contemporary historical sources, e.g. newspapers, add richness
- Acknowledgement of authorship will be included on the Trust's website (unless the author prefers not)
- Aimed at college student level and in plain English

Copyright of illustrations

- Authors should ascertain copyright of images and obtain permission to reproduce images if necessary